

1 of 6

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	530A-6A		:30	\$150.00	10/17-10/19	2	1	2	\$300.00	
		Buyline Comment: NEWS										
	2	M-TU	530A-6A		:30	\$150.00	10/22-10/23	1	1	1	\$150.00	
		Buyline Comment: NEWS										
	3	W-F	6A-630A		:30	\$300.00	10/17-10/19	2	1	2	\$600.00	
		Buyline Comment: KTNV 6A										
	4	M-TU	6A-630A		:30	\$300.00	10/22-10/23	1	1	1	\$300.00	
		Buyline Comment: KTNV 6A										
	5	W-F	630A-7A		:30	\$300.00	10/17-10/19	2	1	2	\$600.00	
		Buyline Comment: KTNV 630A										
	6	M-TU	630A-7A		:30	\$300.00	10/22-10/23	1	1	1	\$300.00	
		Buyline Comment: KTNV 630A										
	7	W-F	7A-9A		:30	\$300.00	10/17-10/19	1	1	1	\$300.00	
		Buyline Comment: GD MRN AMR										
	8	M-TU	7A-9A		:30	\$300.00	10/22-10/23	2	1	2	\$600.00	
		Buyline Comment: GD MRN AMR										

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Salesperson Phone# 215-567-6005
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	20	W-F	4P-430P		:30	\$275.00	10/17-10/19	1	1	1	\$275.00	
		Buyline Comment: JUDGE JUDY										
	21	M-TU	4P-430P		:30	\$275.00	10/22-10/23	2	1	2	\$550.00	
		Buyline Comment: JUDGE JUDY										
	22	W-F	430P-5P		:30	\$275.00	10/17-10/19	2	1	2	\$550.00	
		Buyline Comment: JUDGE JUDY										
	23	M-TU	430P-5P		:30	\$275.00	10/22-10/23	1	1	1	\$275.00	
		Buyline Comment: JUDGE JUDY										
	24	W-F	5P-530P		:30	\$375.00	10/17-10/19	2	1	2	\$750.00	
		Buyline Comment: NEWS										
	25	M-TU	5P-530P		:30	\$375.00	10/22-10/23	1	1	1	\$375.00	
		Buyline Comment: NEWS										
	26	W-F	6P-630P		:30	\$400.00	10/17-10/19	2	1	2	\$800.00	
		Buyline Comment: NEWS										
	27	M-TU	6P-630P		:30	\$400.00	10/22-10/23	1	1	1	\$400.00	
		Buyline Comment: NEWS										
	28	W-F	630P-7P		:30	\$400.00	10/17-10/19	2	1	2	\$800.00	
		Buyline Comment: NEWS										
	29	M-TU	630P-7P		:30	\$400.00	10/22-10/23	1	1	1	\$400.00	
		Buyline Comment: NEWS										
	30	W-F	7P-730P		:30	\$275.00	10/17-10/19	2	1	2	\$550.00	
		Buyline Comment: ACCESS HOLLYWOOD										

Station KTNV-TV LAS VEGAS, NV
Advertiser () .NRSC/HELLER
Product DEAN HELLER/NRSC
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/17/2012 - 10/23/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	42	SA-SU	630A-7A		:30	\$250.00	10/20-10/21	2	1	2	\$500.00	
		Buyline Comment: KTNV 630A										
	43	SA-SU	7A-8A		:30	\$325.00	10/20-10/21	2	1	2	\$650.00	
		Buyline Comment: GMA										
	44	SA-SU	8A-9A		:30	\$250.00	10/20-10/21	2	1	2	\$500.00	
		Buyline Comment: NEWS										
	45	SA	9A-4P		:30	\$900.00	10/20-10/20	1	1	1	\$900.00	
		Buyline Comment: NCAA FOOTBALL										
	46	SA	6P-630P		:30	\$250.00	10/20-10/20	1	1	1	\$250.00	
		Buyline Comment: NEWS										
	47	SU	10A-11A		:30	\$450.00	10/21-10/21	1	1	1	\$450.00	
		Buyline Comment: THIS WEEK										
	48	SU	6P-630P		:30	\$300.00	10/21-10/21	1	1	1	\$300.00	
		Buyline Comment: KTNV SUN EN										

---REPORT TOTALS---
Report Totals: 74 / \$23,875.00

---SALES MONTHLY TOTALS---

Oct 12: 74 / \$23,875.00

Sales Totals: 74 / \$23,875.00

Station Totals: 74 / \$23,875.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$132,639	KBLR	0%	KLAS	25%	KSNV	26%	KTNV	18%	KTUD	1%
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Station	KTNV-TV LAS VEGAS, NV	Agency	() STRATEGIC MEDIA SVCS	Rep Firm	
Advertiser	() .NRSC/HELLER		3299 K STREET NW SUITE #200	Sales Office	() PHILADELPHIA
Product	DEAN HELLER/NRSC		WASHINGTON, DC 20007	Salesperson	() ANJIE BRADY
Estimate#		Agency C/P1/P2/E			
Buyer	NEIL WILLIAMS	Flight Dates	10/17/2012 - 10/23/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-567-5938
Fax#					

KVCW	3%	KVMY	5%	KVVU	22%
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---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	null
Demos	RA35+

--- CREDIT RISK ---

CASH IN ADVANCE